

# UX Research Study Round 1 - MSU AIGA

<b>Introduction</b>	<ul style="list-style-type: none"><li>● <b>Title:</b> First Usability Study for the MSU AIGA Website</li><li>● <b>Author:</b> Mikayla Slavin, UX Design Student at Michigan State University, mikaylaslavin4@gmail.com</li><li>● <b>Stakeholders:</b> MSU AIGA E-Board, MSU Registered Student Organizations</li><li>● <b>Date:</b> 12/26/22</li><li>● <b>Project background:</b> I am creating a website for the Michigan State Chapter of AIGA to provide club members and MSU students a central location for any club information and resources they need. I need to find out if the main user experience, navigating through the website to find club information, is easy for users to complete. In addition, I also need to understand the challenges that users might face in this process.</li><li>● <b>Research goals:</b> I would like to find out what specific difficulties users encounter when they try to complete the core tasks of the website which include: the overall website navigation, finding specific club information, and joining the email list.</li></ul>
<b>Research questions</b>	<ul style="list-style-type: none"><li>● How long does it take for a user to locate a certain piece of information on the website?</li><li>● Can users easily navigate to different parts of the website from the landing page?</li><li>● What can we learn from the user flow, or the steps that users take, to find the information they are looking for?</li><li>● Are there more features that users would like to see included on the website?</li><li>● Are users able to use the search function's filter system?</li></ul>
<b>Key Performance Indicators (KPIs)</b>	<ul style="list-style-type: none"><li>● Use of navigation vs search</li><li>● Drop-off rates</li><li>● Conversion rates</li></ul>
<b>Methodology</b>	<ul style="list-style-type: none"><li>● Moderated usability test</li><li>● <b>Location:</b> United States</li><li>● <b>Date:</b> Sessions will take place between December 27th through December 30th, 2022.</li><li>● 5 participants will be asked to locate specific information on the website using a computer and phone.</li><li>● Each session will last for roughly 15-30 minutes.</li></ul>

## Participants

- Participants who are in college and interested in joining a campus club or organization (at least two members of MSU AIGA).
- Participants are anyone who has access to the internet.
- Participants should be between 18 and 65.
- Participants should include an even distribution of genders across the spectrum and people with different abilities including:
  - One user of assistive technologies

## Script

### During the moderated usability study

- **Introduction:**

“Hello, how are you doing today? Thank you so much for taking the time to talk with me and share your opinions.

My name is Mikayla and I am a UX designer working on a website for the Michigan State Chapter of AIGA. Before we begin, I'd like to confirm that you're okay with the session being recorded. Do I have your permission?

I'll start with a few questions, and then I'll give you some tasks to complete while navigating through the website on both a computer and phone. Your feedback and opinions are very valuable to me, and I'll use your recommendations to make future improvements to the website to provide users like you a better experience. Please feel free to share your thoughts honestly, and keep in mind that there are definitely no right or wrong answers.

Do you have any questions about the session before we start?

...Great! Let's dive in.”

- **Warm-up:**

- Please tell me a little about yourself.
- Are you a member of MSU AIGA or interested in becoming one?
- Where do you currently search for club information?
- What information do you typically search for?

- **Tasks:**

1. For the first task, I would like you to navigate to the “About MSU AIGA” page.

->Prompt 1 follow-up: How easy or difficult was it to complete this task? Is there anything you would change about the about page?

2. For the second task, I would like you to navigate back to the Home page, then locate the Spring semester schedule.

->Prompt 2 follow-up: How easy or difficult was it to complete this task? Is there anything you would change about the schedule page?

3. For the third task, I would like you to navigate back to the Home page, then find the E-Board.

->Prompt 3 follow-up: How easy or difficult was it to complete this task? Is there anything you would change about the E-Board page?

4. For the fourth task, I would like you to navigate back to the Home page, then find portfolio resources.

->Prompt 4 follow-up: How easy or difficult was it to find portfolio resources? Is there anything you would change about the resources page?

5. For the final task, I would like you to navigate back to the Home page, then sign up for the email list.

->Prompt 5 follow-up: How easy or difficult was it to sign up for the email list? Is there anything you would change about the contact page?

- **Wrap up questions and closing remarks:**

Those were all of the questions I had for you today. Thank you so much for taking the time to speak with me and for sharing your honesty and feedback on the website I am creating. I am always exploring ways to improve the user experience of my website for the Michigan State Chapter of AIGA, and your input today has been very helpful.